



*"When it comes to client satisfaction, metro is unbeatable. It's wonderful knowing how well they handle the strategic planning of a meeting while having such a hands-on approach when working with the client. I do not think I can say enough about how great this partnership has been for all involved!"*

— Joanne Grabowski  
Senior Director, Global Accounts – HelmsBriscoe



## Onsite Registration

# HelmsBriscoe Referral Case Study

## Meeting Management, Custom Websites & Registration Support

### About the Referral

- Leading contract research organization out of Princeton, NJ in need of meeting and attendee management services
- Joanne Grabowski, Senior Director of Global Accounts at HelmsBriscoe referred metroConnections as a partner
- metro began providing services to said client in 2012
- Since the referral by HB, metro has executed over 150 programs for the client

### Services Provided

- Meeting management including meeting and tradeshow space
- Food and beverage management
- Budget management and support
- Customized online registration websites and forms
- Full registration support of 7000+ attendees
- Real-time attendee housing management
- Credit card payment processing
- On-site meeting support

### Value to HelmsBriscoe

- Trusted partner solution
- Solutions for future programs
  - National Sales Meetings
  - Product Launches
  - Tradeshows
  - Incentive Trips
- One go-to resource for all client needs
- Paid referral commissions across all services to Joanne Grabowski (the referring associate) through the normal HB structure